

We claim:

1. A system for developing and maintaining a network based application wherein said application has a common look and feel, said system comprising:
 - a. a database comprising data tables and storage,
 - b. a code generator interfacing with said database,
 - c. toolkit programs, stored in said database, comprising:
 - i. an application layer,
 - ii. an interface layer, and
 - iii. a core layer
 - d. code definition files providing input to the code generator,
 - e. data definition files for defining said data tables,wherein said code generator generates code for said application by processing code definition files,
wherein said data definition files configure said data tables to support said toolkit and said application,
wherein said data tables comprise user data and operational data for said system,
whereby the operation of a plurality of portions of said application can be modified by making a single modification to said code definition files.
2. The system of claim 1, further comprising at least one document generator, wherein said document generator generates documentation of the design details of the system in at least one document format.
3. The system of claim 1, wherein said network is the Internet.
4. The system of claim 3, further comprising:
 - a. a web site, connected to the Internet, comprising:
 - i. a web server in communication with said toolkit,
 - ii. a file system in communication with said toolkit,

- b. at least one remote web browser running on a web browsing device connected to the Internet,
wherein said system generates dynamic web pages base on data and programs stored in said database,
whereby a user can interact with said application and view said web pages.
- 5. The system of claim 4, further comprising a second web browser being viewed by a second user,
wherein said web pages can be customized for specific users, such that the dynamic web page generated for the first user is different than the dynamic web page generated fro the second user.
- 6. The system of claim 4, wherein the system generates web pages for a plurality of formats.
- 7. The system of claim 6, wherein said format is for a conventional web browser.
- 8. The system of claim 6 wherein said format is for a mobile device, such as a mobile phone or personal digital assistant.
- 9. The system of claim 4 further comprising a predetermined set of code definition files and data definition files,
wherein said set of definition files provides a fully functional web site, comprising:
 - a. default data tables,
 - b. user interface pages,
 - c. graphics,
 - d. toolkit programs providing commonly needed features, such as user accounts, password management, web site administration, billing, and security,

whereby a substantially robust web site application is provided without modification of said definition files.

10. The system of claim 9 wherein said predetermined set of files provides a working example of how to generate an application such as said robust website application, wherein said working example provides a starting point for developing a substantially different application by modification of said definition files.
11. The system of claim 1 wherein said code generator, said data database, and the interface and operation of said application can be customized by modifying said code definition files and data definition files.
12. The system of claim 1 wherein said database contains the structure for said data tables and the data stored in said tables.
13. The system of claim 1 wherein one of said application layer, said interface layer, and said core layer can be changed without changing the remaining two layers, whereby such change results in a difference in said application.
14. The system of claim 13 wherein said interface layer defines a plurality of looks and feels whereby one look and feel can be changed though out the entire application without changing the remaining looks and feels and without changing the application layer.
15. The system of claim 14, wherein different formats are generated by the toolkit for display on different web browsing devices, whereby one said change results in changing the look and feel of what is displayed on a plurality of web browsing devices.

16. The system of claim 15, wherein one of said plurality of web browsing devices support the WAP format.
17. The system of claim 13 wherein said application layer defines the operation of the application, whereby changing the application layer results in a different functional application.
18. The system of claim 13 wherein said database contains a plurality of customizations that result in a plurality of substantially different applications, and wherein the core layer defines the operation of the system itself, whereby changing the core layer results in providing system wide functionalities that affect all applications.
19. The system of claim 18, further comprising at least one Internet server configured for hosting a substantially large number of applications, wherein said server is operated by an Internet Service Provider providing services to a plurality of application owners, whereby each of said application owners share a common application or core layer and is provided a custom look and feel for their specific application by customization of the data in the database that affects the interface.
20. In a system comprising of a web server, a database, a toolkit, and an application code generator,
 - a method of producing custom web sites with substantially different looks and operations for diverse business disciplines comprising the steps of:
 - a. defining data in data definition files,
 - b. specifying code in code definition files,
 - c. generating data tables based on said data definition files,
 - d. generating code based on said code definition files,
 - e. storing said generated code in said database along with said toolkit,
 - and

f. modifying data stored in said database associated with at least one of said web sites,

whereby said system will dynamically generate web pages for at least one of said websites having a substantially different look or operation than at least one other of said websites.